

ORDER



Orders

Order / Rev:495685

Alt Order #:

Product Desc:9/27-10/1

Estimate:12183

Flight Dates:09/27/12 - 10/01/12

Original Date / Rev:09/26/12 / 09/26/12

Order Type:GENERAL

CBS5

Primary AE:House KPHO Local House KPHO Local

Sales Office:KPHO

Sales Region:Local

Agency

Name:Media Strategies and Research

Buying Contact:Suzanne Collins

Billing Contact:

1580 Lincoln Street

Denver, CO 80203

Billing Type:Cash

Billing Calendar:Broadcast

Billing Cycle:EOM/EOC

Agency Commission:15%

Advertiser

Name:Sinema DCCC

Demographic:A35+

Product Codes:Political-Candidates

Priority:PMT

Revenue Codes:POL, PLC, CPL

New Business Thru:

Order Separation:00:10:00

Advertiser External ID:

Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	6	\$4,150.00	\$3,527.50	September 2012	6	\$4,150.00	\$3,527.50	0.00
10/01/12	10/01/12	5	\$2,575.00	\$2,188.75	October 2012	5	\$2,575.00	\$2,188.75	0.00
		Totals	11	\$6,725.00	\$5,716.25	0.00			

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KF			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	09/27/12	09/28/12	M-F 6-630a	CM	M-F 6-630a	---TF--	:30	2	\$225.00	FNP	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--		2				\$225.00		0.00			
N 2	KPHO	10/01/12	10/01/12	M-F 6-630a	CM	M-F 6-630a	M-----	:30	1	\$150.00	PMT	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$150.00		0.00			
N 3	KPHO	09/28/12	09/28/12	M-F 630-7a	CM	M-F 630-7a	----F--	:30	1	\$200.00	FNP	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1				\$200.00		0.00			
N 4	KPHO	09/27/12	09/27/12	M-F 7a-9a	CM	M-F 7a-9a	---T---	:30	1	\$300.00	FNP	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---		1				\$300.00		0.00			
N 5	KPHO	10/01/12	10/01/12	M-F 4-5p	CM	M-F 358p-458p	M-----	:30	1	\$225.00	IMP	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$225.00		0.00			
N 6	KPHO	10/01/12	10/01/12	M-F 530p News	CM	M-F 530p News	M-----	:30	1	\$600.00	PMT	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$600.00		0.00			

Order / Rev: 495685

Alt Order #:

Flight Dates: 09/27/12 - 10/01/12

Advertiser: Sinema DCCC

Product Desc: 9/27-10/1

Estimate: 12183

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KPHO	10/01/12	10/01/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News M-----	:30	1	\$600.00	PMT	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1		\$600.00		0.00				
N 7	KPHO	10/01/12	10/01/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News M-----	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1		\$800.00		0.00				
N 8	KPHO	10/01/12	10/01/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p M-----	:30	1	\$800.00	IMP	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1		\$800.00		0.00				
N 9	KPHO	09/29/12	09/29/12	Sa Late News Sa Late News	CM	Sa 10p-1035p -----S-	:30	1	\$1,500.00	FNP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1		\$1,500.00		0.00				
N 10	KPHO	09/30/12	09/30/12	Su Late News Su Late News	CM	Su 10p-1035p -----S	:30	1	\$1,700.00	FNP	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1		\$1,700.00		0.00				
*Tax 1 Note: Tax 0.5%												Totals	11	\$6,725.00

*Tax 1 Note: Tax 0.5%

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KPHO-TV Phoenix	Date: 9/26/2012
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I, Media Strategies and Research

being/on behalf of: Kyrsten Sinema, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, September 27, 2012			Monday, October 01, 2012		

Total Charges: \$6,725.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

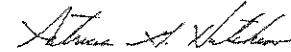
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 26, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title